



COPYRIGHT LINER CIRCULATION SERVICE

25,000 EXTRA CREDITS

For every five-year subscription or its equivalent turned in during your first week of the "Weekly Payroll" campaign, 25,000 extra credits will be given. Get on the payroll today. Come and investigate this new plan or telephone 19 and we will call on you and explain the details.



PLAN IN BRIEF

The object of this big "Weekly Payroll" Drive is two-fold. Primarily, to increase the already large subscription list of this newspaper to collect arrangements and advance subscription payments from present or old subscribers, and at the same time to afford the live-wire, energetic man and woman, boys and girls, of this territory an opportunity to profit in a BIG way through their spare time during the next few weeks. So, it is a plan that works.

In order to gain this end quickly and advantageously, the most attractive awards ever offered by any newspaper in this section have been made ready for distribution among those who participate most actively. Ambition and energy are the only criteria for success.

Let it be understood at the very outset that this is not a "beauty" nor "popularity" contest, but a strictly legitimate, honest, practical competition between men and women, and use into which no element of chance enters. Each active participant will receive a pay check every Saturday night. One feature of this drive is the fact that "Everybody Wins." There will be no losers.

HOW TO ENTER—WHAT TO DO

The first thing to do is to clip the Entry Coupon appearing below; fill in your name and address and mail to the newspaper at once. This coupon entitles you or the person whom you wish to enter, to 5,000 free credits. This is the amount to start you on your way to win. Only one such Entry Coupon will be accepted for each participant.

The next step is to call or write the "Weekly Payroll" Department for a free working outfit. Thus equipped, you have but to see your friends and acquaintances and have them subscribe to this newspaper through you. That's all there is to it. How many friends and acquaintances you have, the more you will benefit the better. Once started, let no one discourage you. Anything worth having is worth striving for. Six and a half short weeks and you may be riding in your own BIG automobile or otherwise several hundred dollars richer to boot.

HOW CREDITS ARE SECURED

It takes credits to win, and they are secured in the following way: First by clipping the Free Credit Coupon appearing in this newspaper. There is no limit to the number of these coupons you may secure. Get your friends to send them for you. Then, as you begin to accumulate credits, you will be given 100 credits each. After next week these coupons will be reduced to 50 credits each. The following week to 10 credits, and after that they will be discounted entirely. The only restriction placed on these coupons is that they must be used within the time limit of the campaign.

The other, and much faster way to accumulate credits in this "Weekly Payroll" Drive is by securing new and renewal subscriptions to this newspaper. On each order secured credits are issued, the number varying according to the amount paid and during which "period" same are received at the "Weekly Payroll" Department of this newspaper. (See schedule of credits below.)

EARLY START MEANS EASY FINISH

The advantages of an early start are manifest. This "Weekly Payroll" drive is of such short duration that immediate action is necessary for success. Orders taken during the early part of the campaign carry the MAXIMUM NUMBER of credits. Then, too, the first in the field will undoubtedly get the "cream" of credits and subscriptions, while those who put off entering until a later date will have to take what is left.

Don't lose valuable time "waiting to see what the other fellow is going to do," but pitch right in and show the "other fellow" how to do it!

YOU
CAN
START
WORK
NOW

Weekly Payroll
COPYRIGHT
CAMPAIGN
Officially Opens
THURSDAY
JAN. 21

Subscriptions may be taken
any time following this an-
nouncement.

COPYRIGHT

SUBSCRIPTION CAMPAIGN

Hundreds of Dollars in Wonderful Prizes
and Weekly Paychecks

Competition is open to men and women, married or single, and boys and girls of the more ambitious sort residing in this city and surrounding territory. It costs nothing to try, and as all participants are guaranteed compensation for every effort expended, you positively cannot lose. Read this announcement carefully—every word of it—then clip the coupons below and send them in for yourself or a friend. Remember, a good start is the battle half won.

The Plan Is New - The Work Is Easy - The Rewards Big

First Grand Award
New 1932
Ford Tudor Sedan

Purchased from and will be on display with:
ROY SMITH, Ford Dealer
FORD SALES AND SERVICE

PRICE AND DETAILS SOON

The official announcement of the new 1932 Ford is expected any day and a complete description and prices will be published in The Mail as soon as available. The first prize in our Campaign will be a Ford Tudor sedan, and of the latest model.

WE DON'T KNOW—BUT—

DAME RUMOR HAS IT
that the new 1932 Ford will have a longer wheelbase—larger, roomier body—free-wheeling—larger and improved motor—smaller wheels and larger tires—gas tank in rear—new style springs—improved type radiator—and beautiful improved body.

SECOND Grand Award

Vacation
Trip
To
California

CASH IF
DESIRED

If the winner of this prize is unable to make the trip, or so desires, the cash equivalent of the above trip will be given.

It is understood and agreed that the winners of first and second prizes will return their weekly commissions upon presentation of said prizes.

EXTRA CASH

Third "Weekly Payroll" Winner

In addition to regular "Weekly Payroll" checks, winner of third place will receive extra "bonus" check for 50% of his or her total earnings added.

AWARDS FOR "WEEKLY PAYROLL" WORKERS

Fourth "Weekly Payroll" Winner

In addition to regular "Weekly Payroll" checks, winner of fourth place will receive extra "bonus" check for 25% of his or her total earnings added.

Fifth "Weekly Payroll" Winner

In addition to regular "Weekly Payroll" checks, winner of fifth place will receive extra "bonus" check for 15% of his or her total earnings added.

Sixth "Weekly Payroll" Winner

In addition to regular "Weekly Payroll" checks, winner of sixth place will receive extra "bonus" check for 10% of his or her total earnings added.

THE BASSANO MAIL
and Subscription Price of

FIRST PERIOD
During the first 5 weeks the following number of credits will be issued on a weekly basis:

Booking Saturday, February 18	Booking Saturday, February 27	Booking Saturday, March 5
1 year \$2,000	2 years \$2,000	2 years \$2,000
2 years \$4,000	3 years \$4,000	3 years \$4,000
3 years \$6,000	4 years \$6,000	4 years \$6,000
4 years \$8,000	5 years \$8,000	5 years \$8,000
5 years \$10,000	6 years \$10,000	6 years \$10,000
6 years \$12,000	7 years \$12,000	7 years \$12,000

DOUBLE CREDITS ISSUED ON NEW SUBSCRIPTIONS DURING FIRST AND SECOND PERIODS ONLY
The above schedule of credits will be used in calculating total credits, and when a new subscription is taken during the same period, a special bonus will be issued for 50% of the total credits issued up to that time. This newspaper reserves the right, if so desired, to include job printing and advertising. In which event the above schedule of credits will be accepted for less than one year, nor for more than five years in advance from any one participant.



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TEN THEATRE TICKETS FREE

To each candidate who turns in as much as \$50.00 during their first week of the campaign, the Orpheum Theatre will give TEN FREE tickets, valued at \$5.00. These tickets may be used any time and by any person, and are in addition to all other prizes offered by The Bassano Mail.



RULES AND REGULATIONS

1. We salaried employees of this newspaper are eligible to enter this competition.

2. Any reputable man or woman residing in this city or surrounding territory is eligible to enter this drive and compete for rewards and weekly pay checks.

3. The winner of the awards will be determined by the same cash credits said credits being represented by ballots issued on cash collections and coupons clipped from this newspaper.

4. Participants in this drive are not confined to their own town or community in which to secure subscriptions, but may take orders anywhere in the section, and may enter the competition, and be of any age.

5. Credits are free. It costs the subscriber nothing extra to cast credits for a favorite participant. Credits must be saved for at the time of paying subscriptions, and may be cashed in at any time, which is refundable upon presentation of proof.

6. Credits are not transferable. Participants cannot withdraw in favor of another participant. Should a participant withdraw from the race, his or her credits will be given to the next participant eligible to participate to give or transfer subscriptions to another participant. Credit on such transferred subscriptions is subject to disqualification at the discretion of the management.

7. Any collusion on the part of participants to nullify competition, or any other combination formed to妨害 the success of another participant, or this newspaper will not be tolerated. Any participant taking part in such combination will be liable to forfeit all rights to a prize or cash.

8. All credits issued on ballots may be held in reserve and cast at the discretion of participants or their agents, and may be used to full regular report days to the "Weekly Payroll" Department.

9. In event of a tie for any one of the awards, a prize of equal value in credit will be given to each participant who makes a cash report each Tuesday night.

10. Participants in this drive are authorized agents of this newspaper, but it is understood and agreed that they will not be agents for any mail order company and will remit such amounts to full regular report days to the "Weekly Payroll" Department.

11. No statement or promise made by any representative or participant varying from the rules and regulations appearing in the columns of this newspaper will be recognized by the publisher.

12. In case of typographical or other errors it is understood that neither the publisher nor "Weekly Payroll" will be liable for any damage that may result from the same.

13. ACTIVE participants will be paid a twenty percent cash commission (\$1.00 out of every \$5.00 collected) for all subscriptions turned in in their account each week. It is distinctly understood, however, that in the event any participant becomes INACTIVE, his or her account will be closed and he or she will, at the discretion of the management, become disengaged and thereby disqualify all right to an award.

14. It is understood and agreed that the winners of major awards will consider their weekly pay checks as a working expense, which is refundable upon presentation of proof.

15. To insure absolute fairness in the awarding of the weekly paychecks, the same will be placed in a sealed ballot box. During the entire last "period" of the drive the ballot box—locked and sealed—will remain in the possession of the management, and not be accessible to participants or their friends who may deposit their final collections and reserve credits. In this way, no one will know the actual strength of the various participants, which precludes the possibility of favoritism and insures fairness to the participants.

16. Twenty five thousand credits will be given each worker for every 5 year subscription or its equivalent, and will be paid in cash on the last regular report day, and during the 2nd week of the drive, half many extra credits will be given on same basis. To the "Weekly Payroll" participants who earn as much as \$50.00 during their first week of the campaign, this newspaper will give an extra bonus of \$25.00.

17. Five thousand extra credits will be given to each participant who makes a cash report each Tuesday night.

18. Participants in this drive are entitled to equal and impartial treatment to all participants, but should any question arise, the decision of the management will be final and binding.

20. In becoming a member of this "Weekly Payroll" Campaign participants agree to abide by the above conditions.

Weekly Payroll
COPYRIGHT

Opportunity Coupon
Good for 100,000 EXTRA Premium Credits

M.....

Address.....

This Coupon will count for 100,000 Premium Credits when returned to the "Weekly Payroll" Department, together with the first subscription you obtain—new or renewal. To receive the maximum benefit, get one subscription and start in this race with a total of 100,000 Credits. NOW IS THE TIME TO START.

Weekly Payroll
COPYRIGHT

Free Credit Coupon
GOOD FOR 100 FREE CREDITS
(Must be cast within week from date of this issue)

M.....

Address.....

Collect all these Coupons you can. Get your friends to save them for you. (CLIP NEATLY. DO NOT ROLL OR FOLD.)

Unshaken Faith in Future Of Canada Expressed at Royal Bank Annual Meeting

"I have witnessed many depressions during the last fifty years and I see nothing in this in which weakens my faith in this country." — Sir Herbert Holt, President.

"While I do not wish to voice my prediction as to the date of bust, I can assure you that we are experiencing in an improvement which does not take place in 1932." — M. W. Wilson, Vice-President, General Manager.

At the annual meeting of the Royal Bank of Canada held at the Head Office in Montreal both the President, Sir Herbert Holt, and the Vice-President and General Manager, Mr. W. Wilson, were unanimous in their expression of a general lack of confidence in Canada. Sir Herbert Holt's mature and well-considered opinion was well reflected in his statement: "I have witnessed many depressions during the last fifty years and I see nothing in this one which weakens my faith in this country." The tone of his address was one of quiet optimism, exemplified by his final remark, "While I do not wish to voice my prediction as to the date of bust, I can assure you that we are experiencing in an improvement which does not take place in 1932." The leaders of politics and the business world are capable of bringing this country is a relatively satisfactory position and the indictment against any man who blocks the way to recovery is a severe indictment.

The President pointed out that with quoted values on the stocks of the leading companies in the intrinsic worth, improvement could be expected as and when measures were taken to restore production, restore the level of confidence in the United States. Earlier in his remarks he said, "I am sure that the record of the Canadian banking system during the period of world depression, Mr. Wilson said, "Once again, the Canadian banking system has shown its ability to take care of the needs of the country has been clearly demonstrated." The Canadian banking system generally may well be proud.

Strong Liquid Position Maintained

The liquid position of the Canadian banking system was maintained at substantially the same ratio as a year ago, quickly recovering from the period of 1929-30 when the ratio of liquid assets to liabilities was 48 per cent of liabilities to the public.

In referring to the enviable position of the Canadian banking system during the period of world depression, Mr. Wilson said, "Once again, the Canadian banking system has shown its ability to take care of the needs of the country has been clearly demonstrated." The Canadian banking system generally may well be proud.

Before moving on the adoption of the budget, Sir Herbert referred with profound regret to the death of Mr. Neel, after a lifetime of service to the Canadian Bank.

In his passing the bank had lost a wise counsellor, the associate of a royal family, a Canadian banker and distinguished citizen.

After referring briefly with the situation in the Canadian and principal manufacturing industries, Sir Herbert referred to the plan of the Canadian Bank for the consolidation of the principal newsprint companies in Eastern Canada, and the Canadian Bank's desire to continue to maintain the support of national natural advantages.

Railways

The approach of a railway company was mentioned with approval and the belief expressed that such a commission should be established to handle the negotiations which would in large measure solve the present very serious situation of the newsprint companies' competition and duplication of services. The President stated, "Savings of \$100,000,000 a year are possible and this without impairment of service to the public."

Imperial Conference

Pointing out that as long as other nations raise intolerable tariff barriers against Canada, it is necessary that the different parts of the Empire should protect their own industries, Mr. Wilson declared, "It is largely up to us to express hope in the results of the Imperial Conference to help to obtain the results we desire." The analysis and close study produced a scientific tariff structure which would stimulate reciprocal trade without handicapping home industry.

Public Finance

The success of the National Service Loan was referred to as a notable achievement. He stressed the fact that the enormous external revenue had been reduced by the decline in the activity of trade and the excessive taxation by governments and municipalities had placed a heavy burden of interest on the public debt. There never was a time in our history when it was so necessary to avoid extravagance and waste.

The Imperial Conference, in reducing the cost of administration and balancing the budget.

On the remarks Sir Herbert said in part, "It has been said that it is darkest just before the dawn, and that is true. The present conditions have seemed most discouraging at a time when improvement had already set in. We shall find that hard times will be one of the first countries to feel the good results of business recovery."

Money In Cream

More farmers in this district are milking cows than ever before—because they are finding there is Money in Cream.

ACCURATE GRADING—STANDARD PRICES

BASSANO CREAMERY
W. A. BRODIE, proprietor

COMMUNITY NEWSPAPERS

The influence of community newspapers in relation to community affairs is often a point of discussion. It is worth reading the column by Arthur Brisbane, the brilliant American columnist.

The smaller newspapers of the community are the most important portion of their circulation; their advertising results are the biggest and they are read throughout the country. They are read through from end to end. Every family, not a family that lives in one room with a car owner, but a family of six or eight people, reads around it, at least ninety times out of a hundred; a family that buys a house, from the moment on the cellar floor, from the hat on mother's head to the last foot of the house, serves to their publishers, reader to the public in my opinion, by any class of citizens in Canada. The country editors are the direct link between the people and the minds of the boys who leave the farms, and they are the nation's mental poll.

ROSEMARY

ROSEMARY, Jan. 21.—The following games enjoyed Sunday dinner at the home of Mr. and Mrs. R. Eastman and Mr. and Mrs. J. Norton, LeRoy family. Mr. and Mrs. A. G. and Mr. and Mrs. J. Rodding returned last Thursday to resume their duties as principals.

The dance held last Friday night was well attended.

The schools were substituted for Mr. Redding left Friday evening for his home in Milverton.

Mr. and Mrs. J. A. and Mr. and Mrs. J. Stiles motored to Brookville on Sunday.

Mr. C. Norum of Majerville, was in the colony last week.

John Chubot was a Brooks caller.

Mr. and Mrs. W. R. McLean, and son, Chay, visited in Husar on Sunday.

The young people of Husar have formed a bridge club, to meet once a week, at the homes of the members.

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AUTO REPAIR



Our Shop is equipped to do a thorough Overhaul of your car. An expert auto mechanic in charge.

WE OVERHAUL ALL MAKES OF CARS

SAM BROOKE'S GARAGE

Bassano Flour Mill

We are starting up with our new Roller Mill next Monday, January 25

Bring in your wheat. We can give you a good grade of White Flour at a grinding charge of 25¢ a bushel.

BUY YOUR FLOUR AND BREAKFAST FOOD FROM US AND SAVE MONEY.

F. CARSTENSEN

Pre-Inventory Clearance

FLANNELETTE BLANKETS

White or Grey, with pink or blue stripe, extra large size, best quality. A few pairs left at this price—

Special \$2.49

FLANNELETTE

Good weight, pink stripe Flannelette, suitable for Children's nightgowns.

Special, 6 yards for... 95¢

FLANNEL DRESSES

One only, size 16 to 18, color fawn and rust. Well made woven dress.

Reg. \$4.75, to clear \$1.00

GROCERIES

FRUIT SPECIAL

1 tin Peaches; 1 tin Plums;	95c
Cherries, All for	95c
BEANS, Hand Picked, Navy, 5-lbs. for	25c
CHICKEN BROTH, 3 tins for	33c
ORANGES, Large Size, Sweet and Juicy, 3 dozen	\$1.00
COFFEE, Extra Special, 4-libs. for	\$1.00
TEA, Extra Special, per lb.	35c
CHEESE, Gold Pack, per 1/2-lb. pkg.	15c
MACARONI, 5-lb. box	35c
CHOCOLATES, Special Mix, per lb.	39c
BUCKISTS, Mixed, per lb.	25c
COCOA, Rowntrees, 1/2-lb. tin	29c
BANANAS, 2-lbs. for	25c
LETTUCE, GRAPES, CELERY, SPANISH ONIONS	

JAMES JOHNSTON

"The Quality Store"

THE ORPHEUM THEATRE
IN BASSANO

Co-operating with The Bassano Mail in their BIG "WEEKLY PAYROLL" CAMPAIGN

Make the following Offer:

10 FREE TICKETS

To every person who enters the Subscription Campaign and turns in at least Fifty (\$50) dollars by the end of their first week, we will give TEN free admissions to this theatre. These tickets may be used any time, by any person and are in addition to prizes offered by The Mail.

See the Campaign Managers at The Bassano Mail office in regard to this offer.

Coming Shows are as follows:

Jan. 28-29-30
THE IRON MAN

Feb. 4-5-6
"East Lynne"

McKEE'S STORES

Pre-Inventory Specials

From the Ladies' Wear and Men's Wear Stores

Special Announcement

Ladies who intend patronizing the Women's Institute "Hard Time" Dance on the 29th January will find here a splendid selection of Print and Rayon Dresses, specially bought by use for the occasion. Come in and see them—

Moderately priced at \$1.00; \$1.25 and \$1.50.

SPECIAL IN LADIES' SILK HOSE
A DANCE SPECIAL

Special line in a fine quality Hose. Will give excellent wear—comes in all the new shades—

Special, pair 69c

SPECIAL REDUCTIONS
IN HOLEPROOF
SILK HOSE

All grades reduced in price—

Reg. \$1.50, Sale \$1.29

Reg. \$1.25, Sale \$1.00

Reg. \$1.00, Pair 79c

Shoes of Patent Leather, Kid, Calf, in all the Newest Styles. Smart, Dressy Shoes, will be specially reduced in price prior to stock-taking—

Regular \$4.50 to \$6.95 Values. Special \$3.50 Pair

Men's and Boys' Wear Section

Tip Top Suits
And OvercoatsNEW SEASON'S SAMPLES One Price Only
HAVE ARRIVED.

Fabrics such as you have never seen in low-priced clothes before. A wider selection of the authentic London and New York styles, improved tailoring that assures smarter appearing clothes and even more immaculate fit.

Outfit yourself correctly and economically. PRE-INVENTORY SPECIALS FROM THE MEN'S WEAR DEPT. ALL WINTER GOODS NOW BEING CLEARED AT BIG PRICE REDUCTIONS.

\$27

MEN'S PURE WOOL
SWEATERS

The Warren Knit, best quality garments, at very special prices—

Reg. \$6.95, Now \$4.95

Reg. \$5.50, Now \$3.95

Reg. \$4.50, Now \$3.50



Men's Winter weight Combinations, all the best known makes. Wool and Cotton mixtures, Pure Wool, and Wool and Silk, all specially reduced—

Reg. \$6.95, Now \$4.95

Reg. \$5.50, Now \$3.50

Reg. \$4.50, Now \$2.95

MEN'S AND BOYS' RUBBERS, OVERSHOES and RUBBER BOOTS—Great price reductions on every pair in stock—

Men's Light Rubbers

Reg. \$1.25, Now, pair 75c

Men's Heavy Rubbers

Reg. \$1.75, Now, pair \$1.25

Men's Overshoes

Reg. \$3.75, Now, pair \$2.25

Men's Rubber Boots

Reg. \$3.75, Now, pair \$1.95

Practically everything in Men's and Boys' Wear has been reduced in price, prior to our annual stock-taking. Fill out your needs during the next 10 days and save yourself dollars.

Grocery Specials for Saturday and Monday, Jan. 23 and 25

JAMS, Beach's, Raspberry, 4-lb. tins.....	57c	SALMON, Sockeye, Royal Chef, Tall tins, 2 for.....	67c
JAMS, Beach's, Strawberry, 4-lb. tins.....	57c	SOAP FLAKES, Ivory, Makes Clothes Whiter, 3 pkts.....	29c
SODAS, Red Arrow, Family Size.....	19c	TEA, Victoria Cross, a fine Ceylon Tea, Per lb.....	38c
PUMPKIN, Quaker brand, heavy pack, 2 1/2-lb. tins, 2 tins	29c	3-lbs. for.....	\$1.15
CANNED FRUITS, Australian Pears, halves, 2 1/2-lb. tins	31c	COFFEE, A.G. Economy, per lb. 3-lbs. for.....	33c
Note the new price.....	31c	GRAPE FRUIT, Texas Sweets, Practically Seedless, 3 for.....	95c
RED PITTED CHERRIES, Aymer brand, 2 tins for.....	37c	HEAD LETTUCE, Large firm heads, per head.....	40c
SINGAPORE SLICED PINEAPPLE, light syrup, 3 tins	49c	SWEET SPUDS, 3 lbs. for.....	20c
CHIPS, Wedge, 10-lb. bag	49c	SPANISH ONIONS, Mild for the table, 3 lbs. for.....	25c
Cooking, Wedge Chipped, 31c	25c	SUNKIST ORANGES, Sweet and Juicy, 3 dozen for.....	\$1.00
SARDINES, Brunswick brand in oil, 4 tins for	23c		

THE CHILD'S SAVINGS PLAN IS OPERATIVE IN ALL DEPARTMENTS